



CITY OF NEWPORT BEACH NEIGHBORHOOD REVITALIZATION COMMITTEE AGENDA

**Newport Beach City Hall, Council Chambers
3300 Newport Boulevard
Thursday, June 28, 2012 - 4:00 p.m. to 5:30 p.m.**

Neighborhood Revitalization Committee Members:

Michael Henn, Council Member (Chair)
Rush Hill, Council Member
Ed Selich, Council Member

Staff Members:

Kimberly Brandt, Community Development Director
Brenda Wisneski, Deputy CD Director
Jim Campbell, Principal Planner
Steve Badum, Public Works Director
Dave Webb, Deputy PW Director/City Engineer
Cindy Nelson, Project Consultant
Leonie Mulvihill, Assistant City Attorney
Marlene Burns, Administrative Assistant

-
- I. Call Meeting to Order**
 - II. Approval of Minutes for June 14, 2012 (*Attachment 1*)**
 - III. Balboa Village Citizen Advisory Panel - Council Member Henn**

Draft Balboa Village CAP Implementation Plan, May 2012 (*Attachment 2*)
Balboa Village Implementation Plan Exhibits:

 - Brand Development Process (*Exhibit 1*)
 - KMA Market Analysis and Strategies (*Exhibit 2*)
 - Parking Plan (*Exhibit 3*)
 - Implementation Matrix (*Exhibit 4*)
 1. Overview of Balboa Village Implementation Plan-Cindy Nelson (*Attachment 3*)
 - a. Staff Memorandum dated June 22, 2012 (*Attachment 4*)
 2. Correspondence received (*Attachment 5*)
 3. Recommended Action:
 - a. Review and provide comment
 - b. Forward to (tentative dates):
 - Planning Commission – July 5, 2012
 - Harbor Commission – July 11, 2012
 - City Council – August 14, 2012
 - IV. Public Comment**
 - V. Adjournment**

Please refer to the City Website, <http://www.newportbeachca.gov/index.aspx?page=1831>, for additional information regarding the Neighborhood Revitalization Committee.

AN AGENDA FOR THIS MEETING HAS BEEN POSTED AT LEAST 72 HOURS IN ADVANCE OF THE MEETING AND THE PUBLIC IS ALLOWED TO COMMENT ON AGENDA ITEMS.

IT IS THE INTENTION OF THE CITY OF NEWPORT BEACH TO COMPLY WITH THE AMERICANS WITH DISABILITIES ACT (ADA) IN ALL RESPECTS. IF, AS AN ATTENDEE OR A PARTICIPANT AT THIS MEETING, YOU WILL NEED SPECIAL ASSISTANCE BEYOND WHAT IS NORMALLY PROVIDED, THE CITY OF NEWPORT BEACH WILL ATTEMPT TO ACCOMMODATE YOU IN EVERY REASONABLE MANNER. PLEASE CONTACT LEILANI BROWN, CITY CLERK, AT LEAST 72 HOURS PRIOR TO THE MEETING TO INFORM US OF YOUR PARTICULAR NEEDS AND TO DETERMINE IF ACCOMMODATION IS FEASIBLE (949-644-3005 OR CITYCLERK@NEWPORTBEACHCA.GOV).

Attachment No. 1

Draft Minutes – June 14, 2012

Action Meeting Minutes
NEIGHBORHOOD REVITALIZATION COMMITTEE

Location: Council Chambers
Thursday, June 14, 2012 - 4:00 p.m.

I. Call Meeting to Order

Council Member Henn convened the meeting at 4:00 p.m. and reviewed the meeting protocol. The following persons were in attendance:

Committee Members

- Michael Henn, Council Member (Chair)
- Rush Hill, Council Member
- Ed Selich, Council Member

City Staff

- Kimberly Brandt, Community Development Director
- Brenda Wisneski, Deputy Community Development Director
- Jim Campbell, Principal Planner
- Dave Webb, Deputy Public Works Director/City Engineer
- Cindy Nelson, Project Consultant
- Leonie Mulvihill, Assistant City Attorney
- Marlene Burns, Administrative Assistant

II. Approval of Minutes for February 16, 2012 (Attachment 1)

Council Member Selich moved to approve the minutes of the February 16, 2012, meeting as corrected, and Council Member Hill seconded the motion; and **the minutes were approved unanimously.**

Public Comments on non-agendized Items

Chair Henn invited comments from the public on non-agendized items. There was no response and the public comments portion of the meeting was closed.

III. Balboa Village Citizen Advisory Panel - Council Member Henn

- A. Draft Balboa Village CAP Implementation Plan, May 2012 (*Attachment 2*)
Balboa Village Implementation Plan Exhibits:

- Brand Development Process (*Exhibit 1*)
- KMA Market Analysis and Strategies (*Exhibit 2*)
- Parking Plan (*Exhibit 3*)
- Implementation Matrix (*Exhibit 4*)

1. Brand Promise – Gary Sherwin, Visit Newport

Gary Sherwin, Visit Newport, provided a PowerPoint presentation addressing the formation of the CAP, developing a long-term vision for the area, definition of a brand, understanding what makes Balboa Village different, and the formation of a working group to help with the process. He addressed the methodology, research, and developing a Brand Promise.

Don Anderson continued addressing details of the research, community outreach, on-line survey, databases used, existing association contacts and results. He presented details of the results of the survey including sampling and responses received. He highlighted the need to communicate appropriately regarding the area (e.g., Balboa Village versus Balboa Island), reasons for visiting, and perceptions of Balboa Village.

It was noted that visitors tend to rate the area much more highly than did residents. They have a much more positive impression of the area. Mr. Anderson identified different names used by visitors and residents for the area.

Discussion followed regarding the equity in the term "Fun Zone" and it was suggested to leverage name recognition with "Balboa Village Fun Zone."

Chair Henn indicated additional helpful information was elicited by the survey.

Discussion followed regarding percentages of visitors for the purpose of dining and other activities as well as their thoughts about the area.

2. Overview of Balboa Village Implementation Plan - Cindy Nelson (*Attachment 3*)

Cindy Nelson noted that the implementation plan must be believable and stated the recommendations including implementation of the vision. She thanked CAP Members for their work on this project. She addressed the purpose of the CAP and addressed initial boundaries, key issues identified by the CAP early in the process, and discussion regarding expansion of the Fun Zone. Ms. Nelson noted that the CAP felt that having both Balboa Village and Fun Zone in the title is important for both residents and visitors. She addressed modifications to signage and way-finding signs.

Ms. Nelson addressed challenges and opportunities, the possibility of a small boutique hotel in the area and key projects including ExplorOcean and the Balboa Theater. She addressed a City-owned property which may present future development opportunities. Ms. Nelson reported that the CAP felt the order of the recommendations to be important. These include the creation of new revenue streams, a commercial façade program, and preservation of some existing signs.

Discussion followed regarding the possibility of developing incentive programs for commercial improvements and increasing support for keeping the sidewalks clean.

Ms. Nelson continued listing details of the recommendations including tenant improvements, the importance of demonstrating a commitment to the area, and deferring a tenant outreach program. She addressed the importance of creating partnerships with ExplorOcean and the Balboa Theater to ensure projects come to fruition. She addressed special events and activities during the off-peak season, and the limited City staff resources.

Discussion followed regarding the possibility of hiring a professional promoter consultant for event planning and using existing resources.

Ms. Nelson reported that the City of Huntington Beach operates a City-run recreational vehicle program on their beach parking lot during off-peak seasons. She addressed the initial investment and possible additional net revenues to be generated.

Discussion followed regarding maintaining the current infrastructure.

Ms. Nelson addressed future mixed-use development opportunities on the City-owned parking lot.

Commissioner Selich indicated that he is skeptical regarding developing a hotel far from the water.

Ms. Nelson recommended allocating additional funding to the BID for marketing and additional programs that will help convey the vision brand promise. She addressed the importance of beginning to convey the message of the vision.

Discussion followed regarding evaluating existing programs, sorting out a successful approach, and modifying recommendations subject to developing a strategy.

Ms. Nelson reported the BID is currently working on amending their boundaries. She presented planning and zoning recommendations, the possibility of maintaining the current eclectic architecture or using theme architecture, applicable current sign guidelines, zoning, development of a management plan, existing

adequate parking for commercial and beach use, new development opportunities, and the possibility of eliminating parking requirements for new commercial developments.

Discussion followed regarding providing credit for on-street parking.

Community Development Director Kimberly Brandt reported that staff is moving forward with preparing the implementation plan for the Local Coastal land-use plan but elimination of parking can be considered through zoning.

Ms. Nelson addressed in-lieu parking fees for Balboa Village and noted the yearly revenue generated.

Discussion followed regarding restaurant parking and Ms. Nelson reported that the businesses have indicated an interest in a valet parking system using the City lot during off hours. Restaurant uses will generate a need for managed parking. Ensuing discussion pertained to pooling valet parking, the possibility of a district-wide shared parking program, and moving to a district-wide analysis model rather than assessing each individual property.

Ms. Nelson addressed continuing Code Enforcement efforts and parking management plan. She reported that the consultant recommends removing time limits from metered spaces and implementing a demand-based pricing for on- and off-street parking. She noted that there is a proposal on the table if the City Council approves the recommendation. She addressed the possibility of treating the Balboa Village as a commercial parking benefit district and noted that the CAP felt strongly that this is a means to create a permanent, on-going revenue stream to fund eligible projects and programs in the Village.

Discussion followed regarding State laws under which commercial parking districts fall, parking enhancement funds, developing a tailored solution with a governance structure and consideration of setting precedence.

Ms. Nelson reported the possibility of creating a residential parking permit program, other related studies, needing to offer parking options to Bay Island residents and parameters discussed.

Discussion followed regarding a related guest-parking program.

Chair Henn noted the recommendations were crafted relative to other jurisdictions and in light of programs that the Coastal Commission has approved elsewhere.

Ms. Nelson reported that the understanding with the CAP is if the City Council supports the concept, staff would start having a more meaningful dialogue with the Coastal Commission to identify studies or additional steps to be taken to ensure a complete application and minimize processing time.

Discussion followed regarding obtaining resident input and determining appropriate boundaries for the program.

Ms. Nelson addressed an employee parking permit program, setting aside spaces in the large beach lot for employee parking, formally establishing a shared parking district, and constructing new parking.

Chair Henn suggested exploring the idea of shared bicycle rental concepts throughout the City.

Ms. Nelson addressed way-finding signage and the need to do a better job to direct public to different parking alternatives in the area.

Chair Henn noted a time limitation and reported the need to continue this item to another meeting for continued discussion.

Ms. Nelson addressed the public infrastructure and development of a streetscape plan for the area. It was agreed that the area needs improvement and recommended allocating funds to engage a landscape architectural firm to enhance the plan that was previously done and develop specific recommendations for

improvements in the area, including the boardwalk area. She recommended that the City take over the on-going maintenance of the boardwalk.

Chair Henn addressed the eclectic architecture but noted that a sense of place is still needed to define an identity with streetscape and landscaping. He stressed the need for a carefully designed plan.

Council Member Selich felt that the maintenance needs to be to more than just the boardwalk.

Chair Henn indicated that he would like to have MOD present a set of strategies and alternatives regarding levels of maintenance.

Council Member Hill agreed with the need for a consistent maintenance program.

Chair Henn indicated the need to schedule another meeting, referenced a summary memorandum with recommendations and changes to be distributed with the agenda to complete the discussion and take comments from the CAP and the public.

Council Member Hill addressed access to the Village and felt the issue needs consideration.

A continuation of the meeting to another date was recommended in order to address the remaining portion of the Agenda.

Staff is to communicate the date of the upcoming meeting, once the date has been determined.

V. Adjournment

Chair Henn adjourned the meeting at 5:39 p.m.

Attachment No. 2

Please proceed to the following links:

[Draft Balboa Village CAP Implementation Plan, May 2012](#)

Balboa Village Implementation Plan Exhibits:

- [Brand Development Process \(*Exhibit 1*\)](#)
- [KMA Market Analysis and Strategies \(*Exhibit 2*\)](#)
- [Parking Plan \(*Exhibit 3*\)](#)
- [Implementation Matrix \(*Exhibit 4*\)](#)

Attachment No. 3

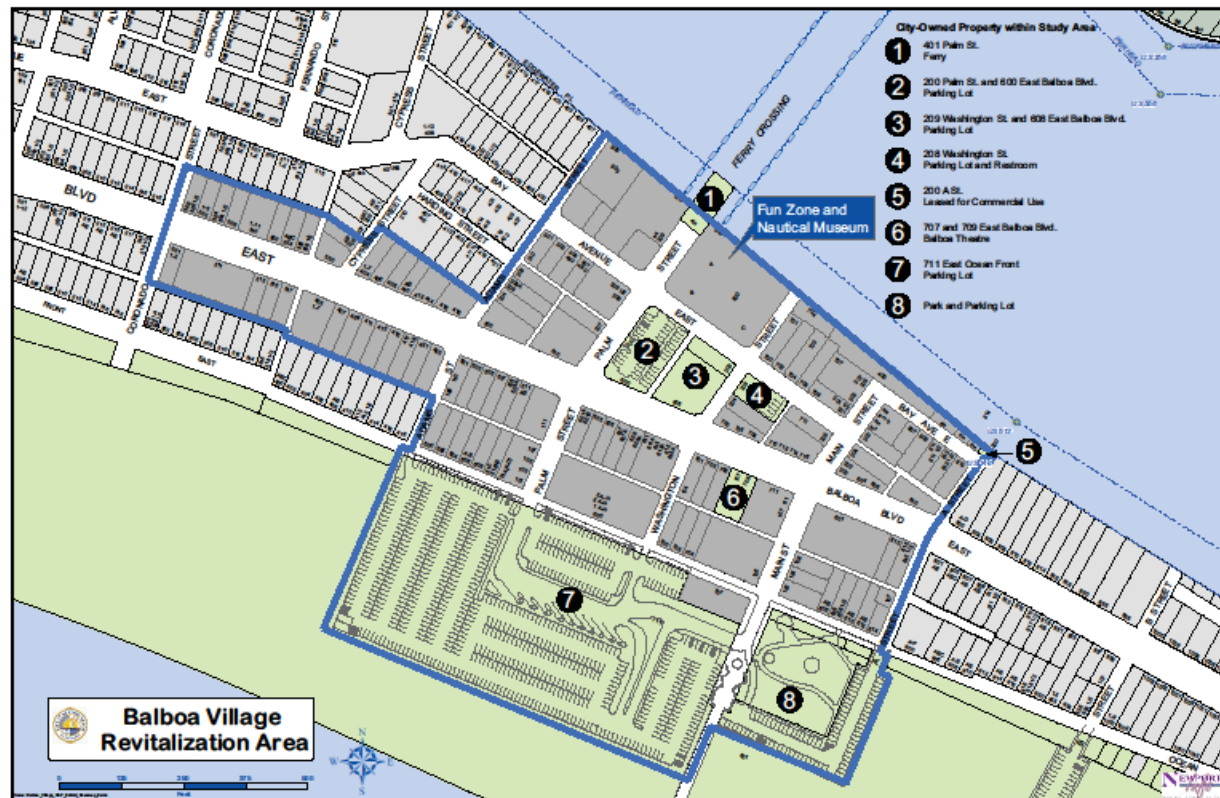
Overview of Balboa Village Implementation Plan



Balboa Village Implementation Plan



- Citizen Advisory Panel (CAP) appointed in June 2011
- Purpose: Set a new vision and develop implementation strategy for Balboa Village





Key Issues/Opportunities



- Parking
- Zoning
- Appearance and Sense of Place
- Commercial Investment



Vision for Balboa Village



Brand Name: **Balboa Village Fun Zone**

Brand Vision Statement – 2020

Balboa Village Fun Zone is a unique piece of the heart and soul of Newport Beach, and is an inviting, family friendly entertainment, shopping and dining district. Recognized as Newport Beach's original town site, the revitalized neighborhood is anchored by a complementary mix of large and small scale attractions, including the dynamic new ExplorOcean interactive center, the restored Balboa Performing Arts Theater and event center, and the renovated iconic Pavilion. The expanded Fun Zone is a quaint and engaging environment that offers an array of harbor and beachfront activities for many age groups, and is a celebration of the classic Southern California beach life that is contemporary in personality yet steeped in tradition.



Vision for Balboa Village

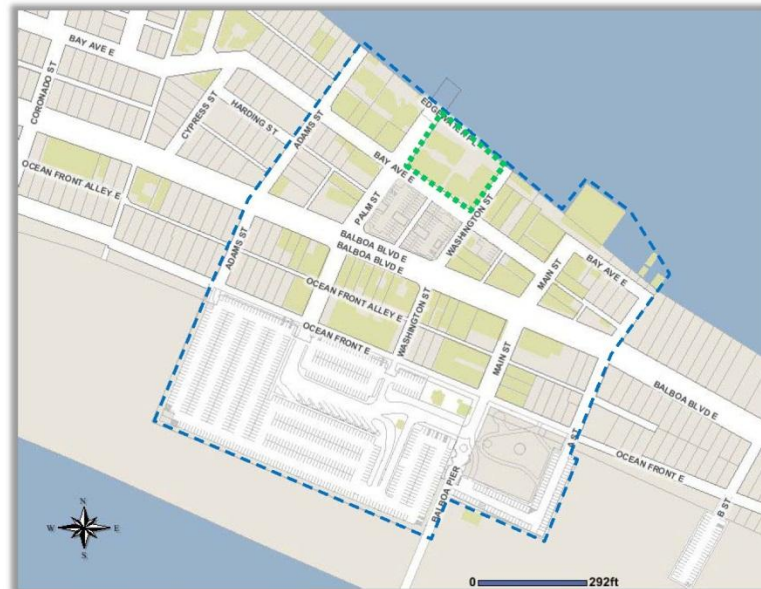


Brand Promise for 2012

Balboa Village Fun Zone is a unique piece of the heart and soul of Newport Beach. It embraces the role of a classic Southern California beachside neighborhood that honors its entertainment heritage and provides a variety of active and passive harbor and beach activities, dining and casual shopping. It is here that you can find an environment that offers a nostalgic and relaxed celebration of good times and family memories.



Expand the Fun Zone



Expanded Balboa Fun Zone



Existing Fun Zone

Expanded Fun Zone



Expand the Fun Zone



- Expansion of the Fun Zone boundaries will have an impact on way finding and monument signage





Market Analysis Constraints



- Small, close in population limits new commercial development
- Access and visibility constraints limit development opportunities
- Intervening commercial opportunities along route to Balboa Village
- Parking is difficult during peak periods
- Coastal Commission entitlement process is lengthy and uncertain
- Existing parcel patterns and city parking requirements make it difficult to redevelop properties



Market Analysis Opportunities



- Market support for a small, boutique hotel
- Strong market for residential rental and ownership housing
- Residential is an economic engine for mixed-use development
- Cultural catalysts, i.e. ExplorOcean and Balboa Theater
- City owned property on Palm Street as catalyst development project



Economic Development Recommendations



1. Develop and implement Commercial Façade Improvement Program

Example:

Minor: Up to \$15,000 rebate per building for exterior paint, awnings, signs

Major: Up to 25' frontage	\$15,000 match
25' to 50'	\$25,000
50' to 75'	\$37,500
75' and above	\$50,000

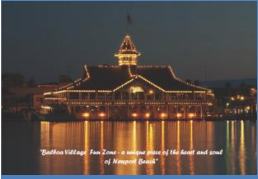
Program details to be developed, and funding identified.



Commercial Façade Program

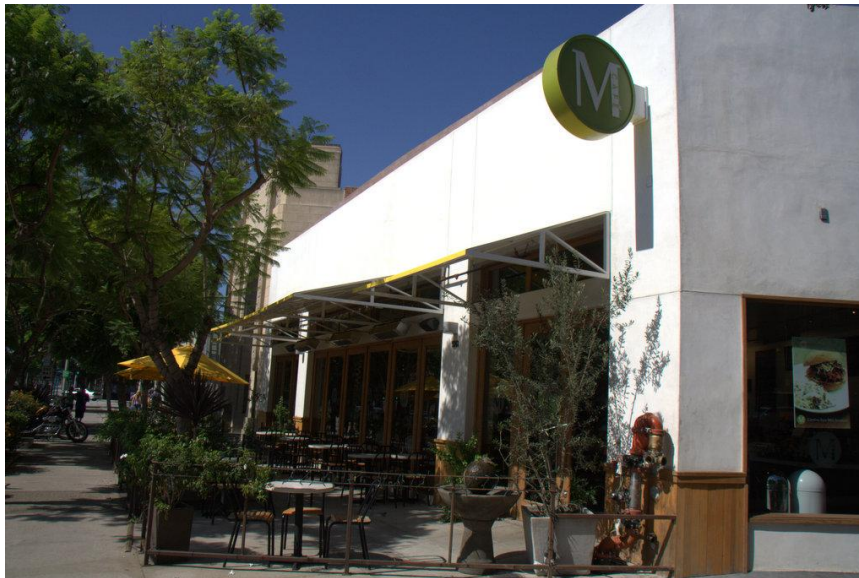


Commercial Façade Program





Commercial Façade Program





Economic Development Recommendations



2. Develop and implement a Targeted Tenant Attraction Program
3. Support new cultural amenities such as ExplorOcean and Balboa Theater





Economic Development Recommendations



4. Develop a special events initiative for Balboa Village
 - Capitalize on efforts of Balboa Theater and ExplorOcean
 - Identify new community activities/events during non-peak season
 - Partner with BID and neighborhood associations





Economic Development Recommendations



5. Develop an operating budget and implementation strategy for an **off-peak season** recreational vehicle use program
 - Generates approximately \$200,000/year for 35-45 spaces
 - Initial capital investment in utilities – approx. \$800,000





Economic Development Recommendations



6. Future mixed-use development on City-owned Palm Street parking lot

The KMA report identified 3 options:

- Parking Structure: \$535,000/year annual operating deficit
- 45 room hotel over 1 level public parking - \$25,000/year net ground lease revenues
- Mixed-use residential/retail – over \$200,000/year net ground lease revenues (no public parking)



Economic Development Recommendations



7. Allocate additional funding (\$25,000) to Balboa Village BID for marketing and programs that convey the new Vision Brand Promise for the area.
8. Modify the boundaries of the BID to delete area between Adams and Coronado Streets.



Balboa Village Business Improvement District



Residential area recommended to be removed from the Business Improvement District



Planning/Zoning Recommendations



Planning: Current design guidelines are applicable.

Zoning:

1. Eliminate parking requirements for new commercial development and intensification of use applications (LCP)
2. Eliminate in lieu parking fee for Balboa Village and terminate current payee obligations.
3. Evaluate changes in 5 years
4. Encourage mixed-use development
5. Continue code enforcement efforts



Parking Management Plan



- Balboa Village has large supply of parking, mostly off-street
- Parking supply is underutilized except for summer weekends
- “Hot spots” of demand exist even during non-peak season
- Drastic seasonal parking demand with highly constrained capacity on summer weekends
- Current parking pricing discourages use of off-street facilities
- Parking turnover is low
- Adequate parking for existing and future commercial uses



Parking Plan Recommendations



1. Remove time limits for metered spaces. Implement demand based pricing for on and off-street parking

On-street
Peak period (Summer): 8 AM – 6 PM, 7 days
▪ \$2.00 per hour (0-2 hours)
▪ \$2.50 per hour (2+ hours)
Off-peak period (non-Summer): 8 AM – 6 PM, 7 days
▪ \$1.00 per hour (0-2 hours)
▪ \$1.50 per hour (2+ hours)
Off-street
Peak period (Summer)
▪ \$1.50 per hour (no max)
Off-peak period (non-Summer)
▪ \$.50 per hour (no max)



Parking Plan Recommendations



2. Establish a commercial parking benefit district in Balboa Village
 - Determine legal means to create district given existing BID and Parking Zone (Neighborhood Enhancement Area)
 - Create a permanent, ongoing revenue stream to fund eligible programs/activities in Balboa Village



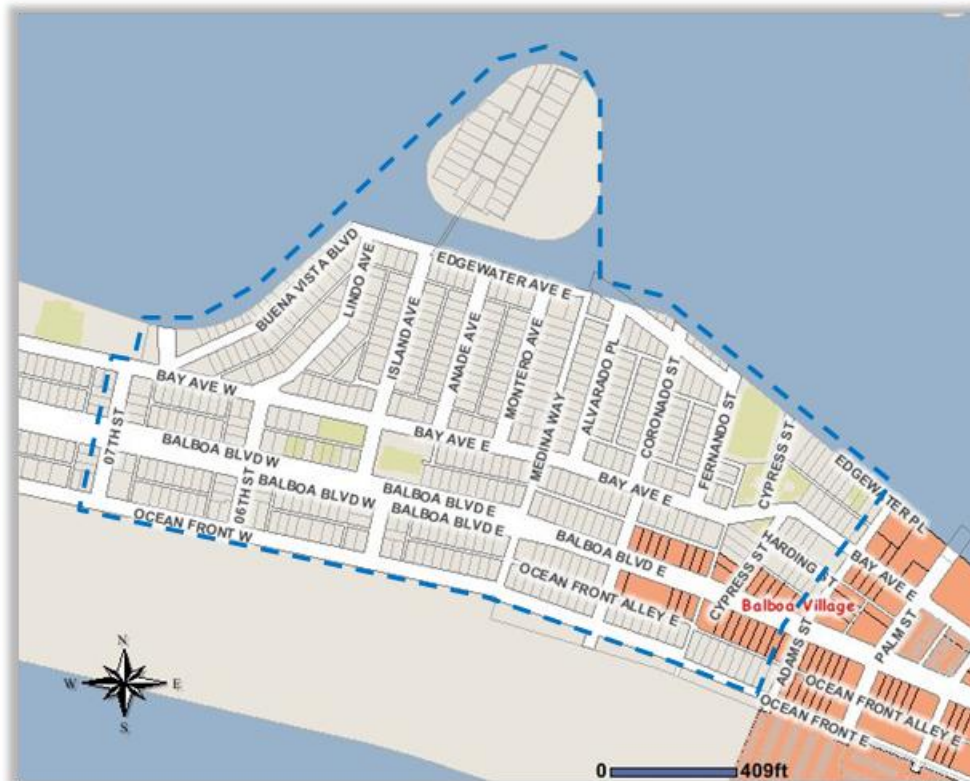
Parking Plan Recommendations



3. Establish a Residential Parking Permit Program (RPPP) to manage parking “spillover” into neighborhoods



Proposed RPPP Boundaries





RPPP Parameters



- Eligibility: all residences, including rental property owners, and Bay Island residents
- City residents living on boats not eligible
- 4 permits per household; \$20 for first 2 permits; \$60 for 3rd; \$100 for 4th permit
- No parking 4pm – 9am, 7 days per week, excluding holidays – PERMIT HOLDERS EXEMPT
- Permits do not apply to existing “green zones” for commercial use or median on West Balboa Boulevard
- Compliance with California Coastal Commission



Parking Plan Recommendations



4. Establish and Employee Parking Permit Program

- Approximately 100 spaces in municipal beach lot
- Hours of operation: 6am – 10am, week days
- 1 permit per employee @ \$50/year
- Compliance with California Coastal Commission

5. Revise minimum parking requirements for new development; terminate in-lieu parking program for existing participants (Zoning section)



Parking Plan Recommendations



6. Formally establish Balboa Village as a shared parking district
 - Improve way finding signage
 - Require new private parking be made available to public
 - Develop mutually agreeable operating agreements for public use of private parking where possible
 - Purchase or lease existing parking before construction new lots or garages
7. Develop a coordinated way finding signage program
8. Identify and implement targeted improvements to bicycle and pedestrian facilities



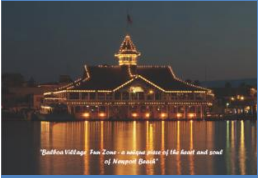
Public Infrastructure and Streetscape



1. Engage an architectural firm to update conceptual streetscape plan and way finding signage program.



Public Infrastructure and Streetscape





Public Infrastructure and Streetscape



2. Regular maintenance of Boardwalk by City (\$15,050/year for biweekly cleaning)





Administrative Recommendation



Create a governance structure to oversee implementation of Plan recommendations.



Implementation Plan Matrix



- Recap of recommendations
 - Priority ranking based on CAP feedback
- Implementation factors to be considered
 - Estimated costs to implement

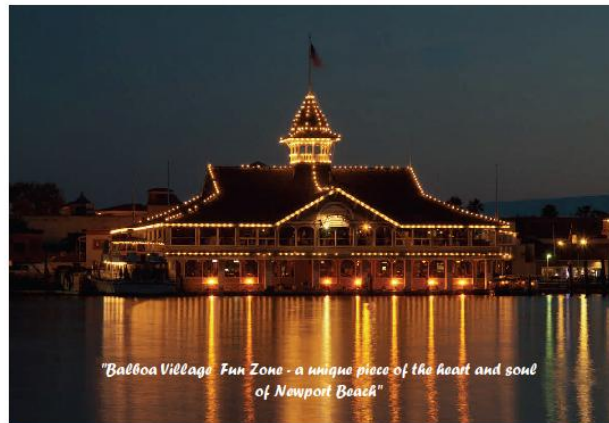


Next Steps



- Approval of Implementation Plan by NRC
- Review by Planning Commission – July 5
- Review by Harbor Commission – July 11
- Review/approval by City Council – August 14

Thank You!



City of Newport Beach

BALBOA VILLAGE IMPLEMENTATION PLAN

May 2012



Attachment No. 4

Staff Memorandum - June 22, 2012



**CITY OF NEWPORT BEACH
COMMUNITY DEVELOPMENT DEPARTMENT
3300 NEWPORT BOULEVARD, BLDG. C
NEWPORT BEACH, CA 92658-8915
(949) 644-3200**

Memorandum

To: Neighborhood Revitalization Committee
From: Kimberly Brandt, Community Development Director
Date: June 22, 2012
Re: Balboa Village Implementation Plan

The following is a summary of comments received from the Neighborhood Revitalization Committee (NRC) regarding the Balboa Village Implementation Plan recommendations presented on June 14, 2012. The summary includes discussion highlights and resultant changes recommended by NRC members.

Overall, the NRC felt it was important to recognize Balboa Village as a “district” and develop implementation strategies that made sense for the issues in this particular area. It may well be that other areas of the city warrant similar consideration, but they should be viewed as district specific issues for which solutions that could be identified through a similar process if so determined by the City Council.

Balboa Village Vision and Brand Promise: The NRC expressed support for the Vision and Brand Promise, and concurred that any future actions and investment in the area should be made to accomplish the Vision and Brand Promise as proposed.

Economic Development

- 1. Develop and implement a Commercial Façade Improvement Program.** The NRC concurred with the recommendation, and felt an incentive program was necessary to spur new investment in the area.
- 2. Develop and implement a Targeted Tenant Attraction Program.** The NRC concurred that such an effort should be viewed as a longer-term objective, acknowledging that tenant attraction is labor intensive and requires the expertise of individuals who specialize in such efforts.

3. **Support new cultural amenities such as ExplorOcean and the Balboa Theater.** The NRC concurred that these are key, catalyst initiatives for Balboa Village.
4. **Develop a special events initiative for Balboa Village.** The NRC concurred that additional special events is a key mid-term strategy, and events should be a coordinated effort between ExplorOcean, Balboa Theater, the BID, and neighborhood associations. Additionally, see discussion under Strategy #7 below.
5. **Develop an operating budget and implementation strategy for an off-peak season recreational vehicle use program.** The NRC indicated this effort is definitely worth further study, as it could generate new revenues to help fund other improvements and ongoing maintenance in Balboa Village. It was also suggested that RV parking be allowed without hook-ups as a trial program to determine the level of interest without investing the approximate \$800,000 upfront to install utilities. The placement of the RV spaces needs to be sensitive to adjacent residents, and outreach with residents in advance is necessary should such a program be implemented.
6. **Future mixed-use development on City-owned Palm Street parking lot.** The NRC confirmed that the three options analyzed made sense; however, a hotel /developer operator may prefer a waterfront location to maximize views and income potential. The NRC also concurred that this is a long-term action, pending further plan refinement of ExplorOcean.
7. **Allocate additional funding (\$25,000) to Balboa Village BID for marketing and programs that convey the new Vision and Brand Promise for the area.** The NRC acknowledged the importance of branding and marketing the area, and that additional funding would need to be allocated to do a professional job; however, the City Council is currently considering a new approach to citywide BID management and marketing. Until a final outcome is determined, the NRC felt designating a certain dollar amount at this time was not appropriate.
8. **Modify the boundaries of the BID to delete the area between Adams and Coronado Streets.** The NRC acknowledged that the City and BID are working on bringing this item to the City Council for action as a separate item later this Summer.

Planning

1. **The current design guidelines are applicable.** The NRC suggested that additional review of the sign code and guidelines be undertaken to ensure that they reflect the quality and type of improvements proposed for the area.

Zoning

- 1. Eliminate parking requirements for new commercial development and intensification of use applications.** The NRC concurred with this recommendation, emphasizing the “district” approach to solutions.
- 2. Eliminate in lieu parking fee for Balboa Village and terminate current payee obligations.** The NRC concurred, but suggested “suspension” of collections within the village rather than termination and a review be conducted in 5 years as suggested below.
- 3. Evaluate changes in five years to determine impact on new investment in Balboa Village.**
- 4. Pursue adoption of a Local Coastal Plan.**

Parking Management Plan

- 1. Remove time limits for all metered spaces; implement demand based pricing for all public parking.** The NRC concurred, and felt a district-wide “park once” approach was appropriate. Further, a valet parking system needs to be evaluated to serve the businesses in the area, primarily the restaurants, to address peak parking demand periods.
- 2. Establish a commercial parking benefits district to create a permanent, ongoing revenue source.** The NRC expressed support for establishing a mechanism to capture parking revenue within the district for use on future eligible projects and enhanced streetscape and maintenance in Balboa Village. The NRC noted that other commercial areas in the city may request similar financial assistance, but this would need to be evaluated on an individual district by district basis.
- 3. Establish a residential parking permit program.** The NRC concurred in concept, with the understanding that additional outreach with residents will be necessary prior to final City Council consideration of such a program. The NRC expressed the need to maintain the existing “blue pole” system, which is included in the current proposal.
- 4. Establish an employee parking permit program.**
- 5. Develop a coordinated wayfinding sign program.**

6. **Identify and implement targeted improvements to bicycle and pedestrian facilities.** The NRC indicated interest in developing a shared-bike system, which could be implemented elsewhere in the City.

Public Streetscape

1. **Develop a conceptual streetscape and public signage plan.** The NRC concurred and felt this was a very important implementation strategy. NRC members commented that the existing streetscape in Balboa Village needs to be enhanced and maintained at a higher standard level. The NRC requested that staff obtain cost estimates from the Operations Department for various levels of maintenance, with the most desired level being close to the standard achieved by Disneyland.
2. **Assume maintenance of the existing Fun Zone boardwalk area.** The NRC concurred and felt that comments in #1 above were applicable to the boardwalk as well.

Administrative

1. **Create a governance structure to ensure that the Implementation Plan recommendations are executed in a timely fashion.** This item will be discussed at the June 28, 2012, NRC meeting.

Attachment No. 5

Correspondence

Burns, Marlene

From: jburnes55@roadrunner.com
Sent: Wednesday, June 20, 2012 10:23 AM
To: Burns, Marlene
Subject: Re: Neighborhood Revitalization Committee Meeting Notification 06/28/12

i was part of the public who waited 1 hour and 40 minutes to put in my input while someone read an agenda i could have read in 3 minutes i cannot tell you how unhappy my neighbors and i were at this total waste of our time will we actually get a chance to speak this next time also i think the entire neighborhood affected with residential parking permits should get to vote on this issue joyce faye barnes 9496752184 122 e bay ave nb ca 92661

----- "Burns wrote:

> Hello Everyone,

>
>
>
>

> Please note that there will be a Neighborhood Revitalization Committee
> meeting on Thursday, June 28, 2012, at 4:00 p.m. and will be held in the
> City Council Chambers at City Hall.

>
>
>

> For the complete past agendas and attachments, please go to the
> following link on the City's web site:

>
>
>

> <http://www.newportbeachca.gov/index.aspx?page=1831>
> <<http://www.newportbeachca.gov/index.aspx?page=1831>>

>
>
>

> Thank you,

>
>
>
>
>

> Marlene

>
>
>

> Marlene Burns

>
>
>

> Administrative Assistant, Community Development Department, City of
> Newport Beach

>
>
>

> 3300 Newport Boulevard

>
>
>

> Post Office Box 1768, Newport Beach, California 92658

>
>
>

> T: 949-644-3232 F: 949-644-3229 E: MBurns@newportbeachca.gov
> <<mailto:MBurns@newportbeachca.gov>> W: www.newportbeachca.gov

>
>
>
>
>

Burns, Marlene

From: Karen Hillman [karenuh@cox.net]
Sent: Sunday, June 24, 2012 10:15 PM
To: Burns, Marlene
Subject: Resident overnight parking permits

Marlene

I am in favor of the city issuing resident overnight parking permits for the Balboa Peninsula. The residents need to have 1st priority for the available parking spaces. I will be out of town and unable to attend the meeting. Good luck-- you have my vote!!!

Thank you,
Karen U. Hillman
Property address: 213 E. Bay Ave.

Burns, Marlene

From: Marie Zondler [mzondler@sbcglobal.net]
Sent: Monday, June 25, 2012 7:50 AM
To: Burns, Marlene
Subject: Parking

I am property owner in Balboa for almost fourty years.

I have seen ideas come and go and nothing happening. I am in favor of the permits for PROPERTY OWNERS and not boat owners in the bay.

I also would like to have the people on Fernando and Coronodo who have boats moorings in the bay and live aboard most of time be addressed. For example there is on Fernando or Coronodo two old cars parked by one man who lives aboard his boat, we get to look at his cars all week except when the street sweeper comes. Two cars one person and so old at that. That is my beef for sure. They are not paying their fair share of taxes for the use of the bay as their home and it is at our property owners expense, that is my beef .

Adding dingy space wasn't a great idea, as the dingy problem is they are not checked for over staying their welcome due to money and we get to see that too . The dingy people all park on our streets close by. Not a solution but a problem.

In the old days, without the extra spaces, things were OK and the mooring people had to find rental space for their dingys, not at out expense taking up the parking spaces.

Thank You,
Property Owner on Fernando
Marie M. Zondler

Burns, Marlene

From: Bruce Brandenburg [BruceBrandenburg@sbcglobal.net]
Sent: Monday, June 25, 2012 8:28 AM
To: Burns, Marlene
Cc: Jim Stratton; 'Nelson Cindy'; Mike Henn
Subject: Neighborhood Revitalization Committee (NRC)

Dear Staff, CAP members and Council,

I appreciate the efforts and the investment that everyone has put into the revitalization efforts. The process and the outreach has been thorough and everyone is trying to improve our quality of life for the residents, property owners, business owners and visitors. I thank you all for the patience you show to residents that don't understand or engage in the process in these revitalization efforts.

All of us should be trying to improve the area to make it more enjoyable for everyone and not hang on to the past . I support everything that has been done to date by the staff, CAP, consultants and the revitalization committee to find solutions to improve all aspects of the Village and the surrounding areas. We need to take the long view and evaluate all the options and come up with reasonable, economic and realistic solutions.

Everyone must listen to all aspects of the revitalization and make informed decisions. So please take the petition for the RPPP as the approval of the silent majority that wants to explore our options with the coastal commission then work on all the alternatives and finally create a viable RPPP for the area. We understand there will be changes and that the process is not thru yet but don't just listen to vocal minority that won't even communicate what their objections are to the RPPP. Also everyone should know this was resident driven and just evaluated and recommended by the consultant as a reasonable approach for the residents immediately adjacent to the village. And if the revitalization effort is successful, especially with ExplorOcean and the Balboa Theatre, parking will become more difficult in the West Balboa Village residential area.

Bruce Brandenburg

Burns, Marlene

From: Dorothy Beek [beekd@aol.com]
Sent: Monday, June 25, 2012 11:48 AM
To: Burns, Marlene
Subject: parking

Not enough information has been disseminated to residents of the affected area.

It is OUTRAGEOUS how little is known about your impractical and unworkable and unacceptable proposals.

Don't push this too far too fast.

I hope to attend the meeting on June 28

Burns, Marlene

From: Charlie & Connie Colladay [cwcic@roadrunner.com]
Sent: Monday, June 25, 2012 1:03 PM
To: Burns, Marlene
Subject: Resident Permit Parking

Dear Marlene:

My wife and I are very much in favor of the "Resident Permit Parking". It would be a very big help for all of us who need additional parking.

I have seen it used in other communities with great success.

Supporters of Resident Permit Parking,

Charlie & Connie Colladay
321 Montero Ave.
Newport Beach, CA 92661
949-675-2077

Burns, Marlene

From: Paula Hocken [phocken@cox.net]
Sent: Monday, June 25, 2012 4:32 PM
To: Burns, Marlene
Subject: Resident Parking Permits

We have long hoped for some kind of resident parking permits, so please add our affirmative voice to this solution to the parking frustrations of our local residents.

Paula and Roger Hocken
205 E. Bay Ave.

THE BALBOA VILLAGE CITIZENS ADVISORY PANEL, numerous staff members, councilman Henn and several professional consultants have spent many months considering various ways to revitalize the Balboa Village. After reviewing previous reports written over a period of more than 15 years and hearing the proposals and comments from many people, including the public, the advisory panel and staff have laid out for you the Neighborhood Revitalization Committee what it considers to be viable, progressive and sensible recommendations for making the Village a more vibrant destination for both the resident living on the Peninsula and visitor alike. Some specific details must still be worked out by staff regarding implementation, but many of the proposals are fairly simple and already modeled by other cities in Southern California.

Parking encompassed a large portion of the discussion and many people including the public offered input. All the reports that were reviewed by us, including the most recent Walker Parking Study and the West Balboa Village Neighborhood Parking Study, of which I was a participant, recommended some form of permit parking for residents west of the Balboa Village. The reasons for this recommendation were as follows:

1. Many visitors to the Balboa Village area sought free parking on the streets west of the Village rather than parking in public lots.
2. Residents west of the Village and their guest often find it difficult if not impossible to park on the street anywhere near their homes.
3. Catalina Flyer patrons, overnight fishermen and boat owners with moorings parked multiple nights on the streets west of the Village
4. The late night bar crowd used the streets to park, often causing damage to other cars, urinating on private property, and leaving trash in the streets and parkways.
5. The Balboa Village and Tidelands areas were losing needed revenue by making it possible for visitors to the area to park for free.
6. Huntington State Beach, Huntington City Beach, Bolsa Chica State Beach, Long Beach, Laguna Beach, and Santa Monica Beach charge to park along the coast.
7. It has been shown that our Balboa Village parking lots are underutilized for much of the year.
8. The neighborhood west of the village is unique from other areas on the peninsula in that it presents all three of the following characteristics:
 - a. It has a large area for public parking in close proximity.
 - b. It draws a large number of ocean going visitors.
 - c. It has a large area of free on-street parking.

While I have focused primarily on parking in my comments, the other recommendations being put forth by the CAP are critical to the overall success of the revitalization process. Coupled with a new look at parking they will help make the Balboa Village a much better place. I encourage the Neighborhood Revitalization Committee to move these recommendations made by the Balboa Village Citizens Advisory Panel forward in concept to the next step in the process.

In conclusion I would reiterate again that the implementation of these recommendations is a multi-step process in which the public will have continued input.

Sincerely,
Jim Stratton



Burns, Marlene

From: svptm@aol.com
Sent: Thursday, June 28, 2012 3:03 PM
To: Burns, Marlene
Subject: resident permit parking proposal

Marlene Burns,

Greetings. We are the Simpsons who live at 334 Buena Vista Blvd. We unfortunately will be unable to attend the meeting this Thursday, but we would like to share our support for the resident permit parking proposal.

As you know, Buena Vista Blvd. is not a street but rather a walkway. We have a two-car garage, but because the older houses on Lindo protrude into our common alley, we are only able to park one car in the garage.

Due to the parking problems in our neighborhood, we are virtually unable to entertain family and friends on summer weekends and holidays. Inasmuch as we pay significant taxes to live in this area, we should have access to public parking on the streets in our immediate neighborhood.

Thank you for your consideration of our proposal.

-Jim and Susie Simpson

Balboa Village - Reformatted Implementation Plan

Legend					Recommended Strategy	Year 1	Year 2	Year 3-5	Estimated Cost (1)	Ease of Implementation	Level of Effectiveness	Priority	Responsible Departments
A A d m i n i s t r a t i v e S t r a t e g y	P S P u b l i c S t r e e t s c a p e	P Z P l a n n i n g & Z o n i n g S t r a t e g y	E D E c o n o m i c D e v e l o p m e n t S t r a t e g y	P P a r k i n g S t r a t e g y	Initiate or Complete During FY2012-2013								
					A1. Create a governance structure to ensure implementation plan recommendations are executed in a timely fashion	Determine governance structure and establish work plan.	Ongoing review	Ongoing review		Easy once policy direction provided	Highly effective to ensure progress	High	Community Development
					PS2. Assume maintenance of boardwalk area. Gain acceptance from property owners. Maintenance would include steam cleaning sidewalk installation of new furniture upon completion of streetscape plan.	Begin regular cleaning	Ongoing	Ongoing	\$15,000/year	Easy to implement	Highly effective in immediate improvement of the area	High	Municipal Operations
					ED3. Support new cultural facilities (ExplorOcean/Balboa Theater). Ongoing, regular communication with entities to identify needs and opportunities; offer assistance in completing planning development application(s).	Prioritize project review; identify additional assistance as needed	Continue support	Continue support	TBD	Easy to continue communications and offer support	Low effectiveness related to specific action	High	Community Development
					ED8. Modify boundaries of Balboa Village BID to delete area from Adams to Coronado Streets. Requires ordinance to be approved by City Council.	Consider/adopt ordinance			None	Easy to implement	Low effectiveness in creating revitalization of the area	Low	City Manager
					P2. Establish a commercial parking benefits district to create permanent, ongoing revenue source.	Establish legal means to create; determine Council policy on revenue source	Set aside revenues for eligible activities.		TBD	Moderate based on the need to reallocate funds	High - Additional funds could be used for revitalization projects	High	Community Development and Finance
					P3. Establish a residential parking permit program. Program development will require public participation and adoption of an ordinance by City Council. Additional surveys may be required by Coastal Commission to justify need and verify the program would not impact Coastal access. A Coastal Development Permit will also be required.	Develop program, conduct public outreach, prepare Coastal Commission application, and conduct additional surveys if required by Coastal Commission	Implement program		TBD	Difficult based on potential concerns from affected residents and the need to obtain approval from the Coastal Commission	Highly effective in encouraging visitors to utilize available public parking lots, rather than impact residential streets	High	Community Development and Public Works
					PZ5. Continue focused code enforcement efforts.	Ongoing	Ongoing	Ongoing		Medium	High	High	Community Development
					ED7. Allocate additional funding to Balboa Village BID. Develop marketing strategies with input from BID and visit Newport Beach; and monitor implementation.	Approve with annual renewal				Medium based on need to reallocate funding from other sources	Highly effective in bringing additional funding to the area which could be used for marketing and street improvements	High	City Manager
					PZ4. Pursue adoption of Local Coastal Plan. Prepare draft Implementation Plan (IP), public outreach, Planning Commission review, City Council adoption of IP by Ordinance, Certification by Coastal Commission required, City Council considers and potentially adopts Coastal Commission suggested modifications (if any).	Prepare and approve a work program, begin drafting LCP	Draft LCP for public review and approval by City Council	Pursue Certification by Coastal Commission	\$150,000 for consultant services to prepare LCP	Difficult - Acquiring a certified LCP will be a challenging and lengthy process	Highly effective in shortening the entitlement process	High	Community Development
					PZ1. Eliminate parking requirements for new commercial development and intensification of use applications. Incorporate within Local Coastal Plan.	Incorporate within Local Coastal Plan.				Medium based on uncertainty of acceptance by the Coastal Commission	Highly effective to encourage revitalization; provides flexibility for new uses	High	Community Development
					PZ2. Eliminate in-lieu parking fee permanently, including current payees. City Council adoption of ordinance is required. Should be implemented with other parking management strategies.	Prepare and consider adoption of ordinance amendment by City Council			Loss of \$13,500/year if only Balboa Village	Easy to implement on the basis that the program is outdated and does not generate significant funding	Low - As a stand alone program elimination of the fee would have no affect on managing parking	High	Community Development and Finance
					PZ3. Evaluate changes to determine impact on new investment in Balboa Village. Determine and measure applicable benchmarks prior to actions. Measure and compare benchmarks on a periodic basis.	Identify and measure appropriate benchmarks	Measure and compare benchmarks	Review program changes	None	Easy to implement. Significant benchmarks will be obvious, new uses, redevelopment, façade improvements	Low - Monitoring alone will not directly result in revitalization of the area	Low	Community Development

Balboa Village - Reformatted Implementation Plan

Legend					Recommended Strategy	Year 1	Year 2	Year 3-5	Estimated Cost (1)	Ease of Implementation	Level of Effectiveness	Priority	Responsible Departments
A Administrative Strategy	P Public Streetscape	P Planning & Zoning Strategy	E Economic Development Strategy	P Parking Strategy	Initiate During FY2013-2014								
					PS1. Develop conceptual streetscape and public signage plan. Staff to evaluate areas for improvement prior to directing preparation of plans for signage or street scape improvements. Consider consistency with existing wayfinding program. Include Boardwalk in plan.		Hire architect to prepare plan, process entitlements	Implement plan as funds are available	\$15-20,000 initial contract	Medium based on need to create plan	Highly effective in creating new aesthetic improvements to the area	High	Public Works and Community Development
					P5. Develop coordinated wayfinding sign program. Retain designer, prepare sign program, obtain City Council approval of conceptual plan.		Incorporate with streetscape plan		\$15-20,000 initial contract	Medium based on need to coordinate existing signs	Medium effectiveness - Signage directing visitors to parking areas already exists	Medium	Public Works and Community Development
					ED4. Develop special events initiative. In conjunction with Parks and Recreation Department, refine project scope and select consultant/promoter to prepare program and identify funding opportunities.		Contract with promoter to develop program and identify funding sources	Implement recommendations	\$15,000 for initial contract	Easy to explore special events for the area	Highly effective in bringing new visitors and residents to the area	High	Community Development
					ED1. Develop and implement Commercial Facade Improvement Program. Develop program criteria and application; identify funding sources; obtain City Council approval; outreach to property owners; administer program		Define program parameters; obtain City Council approval & funding; begin Model Block marketing	Continue implementation	\$150,000/year 3 buildings; if limit to painting/signage/canopies costs would be significantly lower	Easy to develop and implement provided funding is identified	Highly effective in creating immediate aesthetic improvements to the area	High	Community Development
					ED5. Develop operating budget and implementation strategy for RV parking during non-peak season. Program to include public outreach and explore requirements from Coastal Commission.		Develop program; obtain Council approval; identify funding sources	Install utility improvements and Manage leasing	\$800,000 initial cost	Difficult based on uncertainty related to acceptance by community and Coastal Commission	Highly effective in bringing new visitors and additional revenue to the area	High	Public Works, Municipal Operations, Finance, and Community Development
					P4. Establish employee parking permit program. Survey all businesses, develop program, program approval requires City Council approval of a Resolution.		Develop program	Implement upon City Council approval	None	Medium based on uncertainty of Coastal Commission	Moderately effective - Permits will encourage employees to park in designated areas, but	High	Community Development and Public Works
					P1. Remove time limits for all metered spaces; implement demand based pricing for all public parking. Determine appropriate pricing limits for Ordinance adoption by City Council required. Amendment of existing contract with CPS (meter enforcement) required. Ongoing monitoring required to ensure rates are appropriate.		CPS to implement once ordinance and contract amendment are completed	Monitor and adjust fee rates as appropriate	TBD if install wireless meters	Easy to implement once City Council direction provided	Highly effective in encouraging long term visitors to park in beach parking lot	High	Public Works, Community Development, and Finance
					Initiate During FY2014-2015								
					P6. Identify and implement targeted improvements to bicycle and pedestrian facilities. Retain designer, prepare plans for identified improvements, perform outreach to community, obtain City Council approval of plans, obtain CDP.		Identify in streetscape plan (PS1 above)	Process entitlements, and implement as funds permit	TBD	Difficult because of the type of improvements which would encourage additional walking and biking has not been defined	Low - The area already provides opportunities for biking and walking	Low	Public Works and Community Development
					ED2. Develop and implement Targeted Tenant Attraction Program. Identify key tenants; develop incentive program tailored for those tenants; obtain City Council approval of program and funding; outreach to owners and brokers to secure tenants.			Define program parameters; obtain City Council approval & funding; begin implementation	TBD	Moderate based on financial resources required to create incentives. Difficult to identify and outreach to potential tenants	Highly effective in encouraging new tenants to the area	Low	Community Development
					ED6. Consider development of Palm Street parking lot for mixed-used project. As appropriate, obtain City Council approval to proceed with solicitation of a developer for the property.			Review ExplorOcean plans prior to determination to market site, market site for development	None	Difficult due to entitlement process	Highly effective in creating a catalyst project for revitalization	Low	Community Development

CONCERNS REGARDING THE FINAL REPORT OF THE BALBOA VILLAGE CITIZEN ADVISORY PANEL

I have two main concerns regarding the final panel report that I would like to speak to at this time.

My biggest concern lies with the proposed Resident Parking Permit plan. This plan was formed to address the effect of people trying to avoid paying meters and parking in residential areas instead. The Walker study permit plan proposed to cover the area from Adams to Coronado St. for this purpose. The new proposal suggests new boundaries, stretching that original 3 block area to now cover 10 blocks, from Adams to 7th St.

The historic area of East Newport is NOT affected by people sailing on the Catalina Flyer, going fishing, or joining the bar crowd. It makes no sense to include us in this parking permit plan.

My recommendation would be to extend the permit area 5 blocks to include Medina Way, which would include the residential areas most affected by the parking problems listed above.

In addition, I would suggest allowing 2 hour free parking in the BID area, as Balboa Island does, especially during the winter months. That would encourage locals to patronize our own businesses, thereby strengthening them.

The second concern I have is in regard to the re-naming of Balboa, supposedly to make us more marketable.

The online poll that was devised to get ideas from the public was not well publicized. I have yet to find anyone in my neighborhood who had heard anything about it.

Even knowing about the survey did not make it easy to access. When I went to City Hall to ask about it, it took a Community Development Department staff member 20 minutes to be able to bring it up.

In the section regarding a name for Balboa, Balboa alone was not offered as a choice, indicating that the survey creators did not themselves value this historic name. The only way to make Balboa a choice, was to list it as a write-in.

Connecting "Fun Zone" to Balboa Village as proposed for our name, is awkward and silly sounding. Coming at a time when the Fun Zone itself is being down-sized even makes it out of touch with reality. Do you really think people are going to say they live in "Balboa Village Fun Zone"?

I appreciate having an opportunity to attend this meeting at this time of day, something I know many of my working neighbors can never do.

Thank you for listening to my concerns and taking them under consideration.
*Presented to the Neighborhood Revitalization Committee on June 28th, 2012
by Howard Hall, resident and property owner.*

Burns, Marlene

From: Teri Holland [teriholland2003@yahoo.com]
Sent: Wednesday, July 18, 2012 12:56 PM
To: Burns, Marlene
Subject: parking permits

My husband and I are in favor of permit parking. We have lived on Coronado St. for the past 28 years and over the last few years the parking has got a lot worse. We can't even park on are own street anymore, because of all the workers that work in the village, the fishermen, the catalina flyer people and most of all the people that live out on the moorings with two to three car they park and never move them for days. We are so happy the city is going to do something about this problem.. We say permit parking all day. let the public go to the public parking lots and give the city the revenue..

&n

b sp;

Thank you,

Chuck and Teri Holland
315 Coronado St
Balboa
teriholland2003@yahoo.com